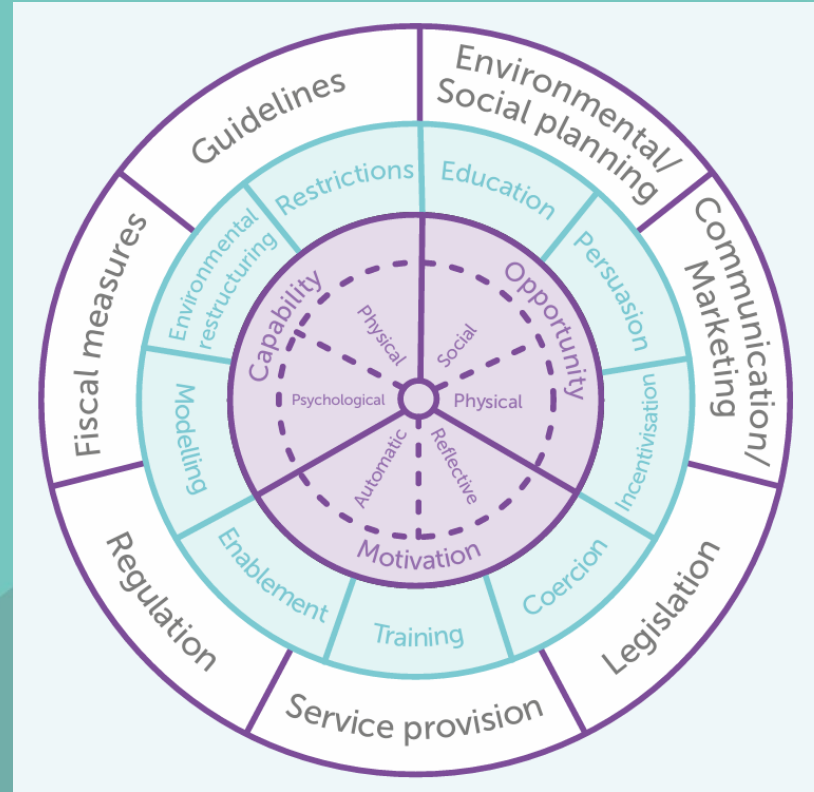

Flytipping and Behavioural Change- does this still work?

-
- Fly-tipping is the top environmental challenge faced by many local authorities – KBT
 - Almost two-thirds is household waste- KBT



Behavioural Change Wheel (Social Change UK, 2019)

Adapted from Michie et al (2011)



Behavioural Change

EDUCATION

- Should we continue with letter drops, leaflets, and signage when they do not work?
- Costs of postage with no guarantee of delivery/ cost of delivery £1.70 1st class/ 87p 2nd class
- Costs for translations. Residents who can't read English
- Reduced staff numbers

ENGAGEMENT

- Those attending meetings are not the ones we need to be engaging with
- Change in demographics/ nationalities/ language
- Other Countries have different waste disposal methods

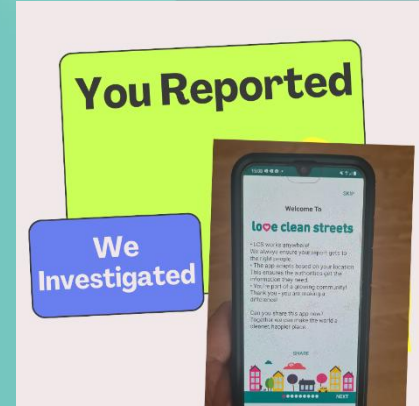
ENFORCEMENT

- Reviewing all powers- cautions, fines, prosecution, vehicle seizure, clean-up costs
- Use of surveillance
- Use of AI and technology



AI and technology

- Moving over to Stellifii cameras
- 2 surveillance vehicles
- WhatsApp phone
- Power BI
- Love Clean Streets App



Education

- Acknowledge change in demographics
- Engagement with all new residents- C/tax
- Use of social media and targeting post codes identified – now delivered and can see analytical data
- Use of Hootsuite to programme in posts
- Use of enviro crime tape
- Card drop when taken enforcement in street
- Letter delivered asking for doorbell footage- whatsapp
- Use of QR codes on all letters



Leicester Waste, Recycling,
and Clean Streets

Assisted
Collections



SCAN ME

Order
Orange Bags



SCAN ME

Book a Bulky
Waste Collection



SCAN ME

The City Wardens/
Environmental
Crime Officers are
investigating an
offence of



If you have dashcam, CCTV or doorbell
footage you are willing to share, please send
the footage to us on WhatsApp:

07345 245 557

Please add your email address to the
message. We will send you a form to sign to
allow us to use your footage as evidence.

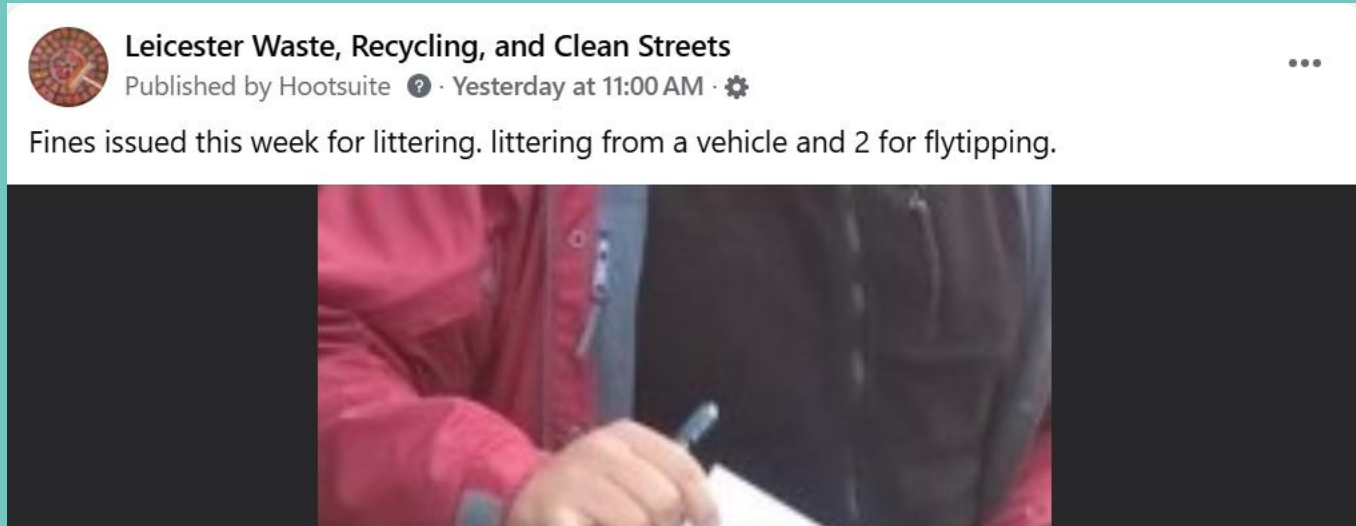
Thank you



Leicester
City Council

Using Analytical Data

- This will identify the best time to post, type of post and the hits



See insights and ads

Boost post

Views i

5,608



77.3%
Non-followers ●

22.7%
● Followers

Viewers

4,154

Net follows i

2

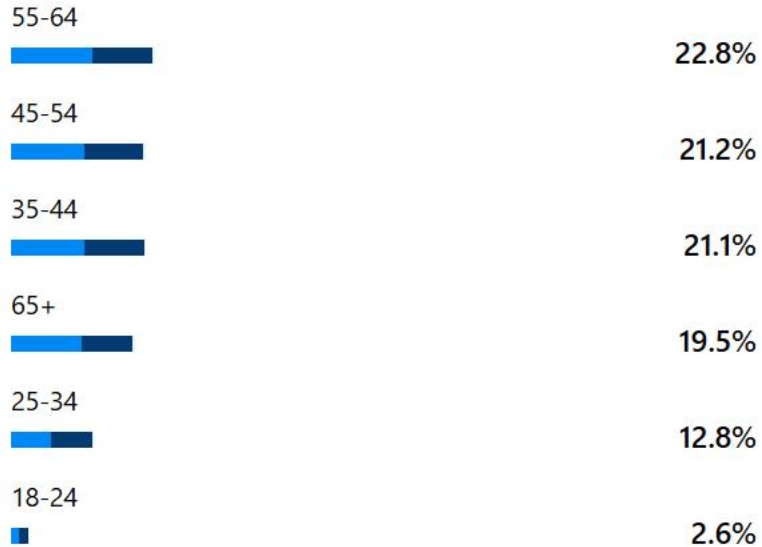
Net follows

Who viewed your content

Age and gender

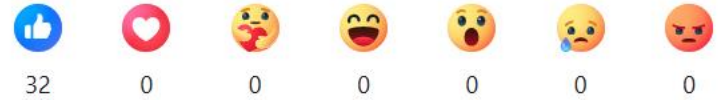
Top countries

 Women  Men  Unknown



Interactions

39



Enforcement

- Have Information Sharing Agreements in place with out neighbouring Leicestershire Councils for sharing intel and requiring information
- SPOC officers in place to contact- saves time and you get a response.
- Antecedent requests with local police for previous convictions, aliases and known associates.



Full use of NAFN (National Anti- Fraud Network)

- Apart from DVLA checks.
- Comms RIPA for phone numbers and triangulation, Council Tax, Electoral Register, Finance Checks and Credit Checks, Equifax, Utility Bills, Births, Deaths and Marriages, Immigration, Social Media Accounts, EBAY.



Do Behaviour Change Models still work?

- I would love to know your thoughts and experiences.
- Barbara.Whitcombe@leicester.gov.uk
- MBA- De Montfort University
- Comments may be used as evidence in my assignment